

## **DETAILED ACTION**

### ***Response to Arguments***

This is a response to the communication received on 1/21/09.

### ***Information Disclosure Statement***

The information disclosure statement (IDS) submitted on 6/17/08 and 2/25/09 have been considered by the examiner. See attached PTO-forms 1449.

## **EXAMINER'S AMENDMENT**

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Len Linardakis on April 22, 2009.

This listing of claims replace all prior versions, and listing, of claims in the application:

Claim 1 (canceled)

Claim 2 (currently amended): The computer-implemented method of claim 10 wherein the searchable data structure is an inverted index.

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Claim 3 (currently amended): The computer-implemented method of claim 2 wherein the inverted index includes entries, each entry including a term and one or more Web page identifiers.

Claim 4 (currently amended): The computer-implemented method of claim 2 wherein the inverted index includes entries, each entry including a term and one or more pairs, each pair including a Web page identifier and a term count.

Claim 5 (currently amended): The computer-implemented method of claim 2 wherein the inverted index includes entries, each entry including a term extracted from advertiser Web pages and one or more Web page identifiers that identify advertiser Web pages in which the term appears.

Claim 6 (currently amended): A computer-implemented method comprising:

- a) accepting, with a computer system including at least one computer on a network, a search query;
- b) searching, with the computer system, using information from the search query, a searchable data structure including advertiser Web page information to generate advertisement search results;
- c) accepting, with the computer system, the advertisement search results; and
- d) retrieving, with the computer system, automatically, independent of end user acts, and responsive to the search query, at least one advertisement using at least a portion of the accepted advertisement search results,

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wherein the at least one advertisement is retrieved from a set of advertiser information, the set of advertiser information including information identifying advertiser Web pages, and

wherein the searchable data structure includes ~~[[including]]~~ advertiser Web page information that is generated from information automatically extracted exclusively from the identified advertiser Web pages without the need for expressly entered advertiser entered targeting information.

Claim 7 (currently amended): The computer-implemented method of claim 10 wherein each of the advertisement search results have a score.

Claim 8 (currently amended): The computer-implemented method of claim 7 further comprising:

e) scoring, with the computer system, using at least the advertisement search result scores, at least some of the retrieved at least one advertisement.

Claim 9 (currently amended): The computer-implemented method of claim 7 further comprising:

e) scoring, with the computer system, using at least the advertisement search result scores and further using at least one of (1) ad performance information, (2) ad price information (3) advertiser quality information, and (4) user information, at least some of the retrieved at least one advertisement.

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Claim 10 (currently amended): A computer-implemented method comprising:

- a) accepting, with a computer system including at least one computer on a network, a search query;
- b) searching, with the computer system, using information from the search query, a searchable data structure including advertiser Web page information to generate advertisement search results;
- c) accepting, with the computer system, the advertisement search results; and
- d) retrieving, with the computer system, automatically, independent of end user acts, and responsive to the search query, at least one advertisement using at least a portion of the accepted advertisement search results,

wherein the searchable data structure includes entries, each entry including a term automatically and exclusively extracted from the advertiser Web page information and one or more Web page identifiers, and

wherein the act of retrieving at least one advertisement using at least a portion of the accepted advertisement search results uses Web page identifiers included in the advertisement search results to lookup an advertisement having a landing page corresponding to at least one of the Web page identifiers.

Claim 11 (currently amended): The computer-implemented method of claim 10 wherein the Web page identifiers are used as lookup keys to a database of advertisement information.

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Claim 12 (currently amended): The computer-implemented method of claim 10 wherein the at least one advertisement is not one of the accepted search results.

Claims 13-22 (canceled)

Claim 23 (currently amended): A search engine system including at least one computer on a network, the search engine system comprising:

a) a storage facility storing:

1 ~~[[a]]~~) a first index including information derived from Web pages of the World Wide Web; and

2 ~~[[b]]~~) a second index including information automatically derived exclusively from Web pages of advertisers without the need for expressly entered advertiser entered targeting information; and

b ~~[[e]]~~) a query processor programmed to accept (1) a search query, (2) obtain search results to the search query using the first index, (3) obtain advertisements, automatically, independent of end user acts, and responsive to the search query, using the second index, and (4) output the obtained search results and the obtained advertisements.

Claim 24 (currently amended): Apparatus comprising:

a) at least one processor;

b) at least one input device; and

c ~~[[a]]~~) a storage facility ~~[[including]]~~ storing:

1) advertisement information including ads; ~~[[, and]]~~

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2) a searchable data structure including advertiser Web page information generated from information automatically and exclusively extracted from the identified advertiser Web pages without the need for expressly entered advertiser entered targeting information; and

3) processor-executable instructions which, when executed by the at least one processor, perform a method including

i) [[b) — means for]] generating search results using, at least, the searchable data structure[[+]], and

ii) [[e) — means for]] providing one or more ads from the advertisement information, automatically, independent of end user acts, and responsive to the search query, using, at least, the generated search results.

Claim 25 (original): The apparatus of claim 24 wherein the advertisement information includes records, each record including an ad and an advertiser Web page identifier.

Claim 26 (original): The apparatus of claim 25 wherein the advertiser Website information included in the searchable data structure is derived from the advertiser Web page identifiers included in records of the advertisement information.

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Claim 27 (currently amended): The apparatus of claim 24 wherein ~~[[the means for]]~~ providing one or more ads from the advertisement information includes

- 1) ~~[[means for]]~~ determining at least one Web page identifier from the search results, and
- 2) ~~[[means for]]~~ looking up the one or more ads from the advertisement information using the determined at least one Web page indicator.

Claim 28 (currently amended): Apparatus comprising:

- a) at least one processor;
- b) ~~[[a]]~~ an input for accepting a search query; and
- c) one or more storage devices storing  
processor-executable instructions which, when executed by  
one or more processors, perform a method including
  - 1) ~~[[b) means for]]~~ searching, using information from the search query, a searchable data structure including advertiser Web page information to generate search results~~[[+]]~~, and
  - 2) ~~[[e) means for]]~~ retrieving, automatically, independent of end user acts, and responsive to the search query, at least one advertisement using at least a portion of the accepted search results, wherein the at least one advertisement is retrieved from a set of advertiser information, the set of advertiser information including information identifying advertiser Web pages, and  
wherein the searchable data structure includes  
~~[[including]]~~ advertiser Web page information that is generated from information automatically extracted

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exclusively from the identified advertiser Web pages without the need for expressly entered advertiser entered targeting information.

Claim 29 (original): The apparatus of claim 28 wherein the searchable data structure is an inverted index.

Claim 30 (original): The apparatus of claim 29 wherein the inverted index includes entries, each entry including a term and one or more Web page identifiers.

Claim 31 (original): The apparatus of claim 29 wherein the inverted index includes entries, each entry including a term and one or more pairs, each pair including a Web page identifier and a term count.

Claim 32 (previously presented): The apparatus of claim 29 wherein the inverted index includes entries, each entry including a term extracted from advertiser Web pages and one or more Web page identifiers that identify advertiser Web pages in which the term appears.

Claim 33 (original): The apparatus of claim 28 wherein the at least one advertisement is retrieved from a set of advertiser information, the set of advertiser information including information identifying advertiser Web pages, and



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wherein the searchable data structure including advertiser Web page information includes information extracted exclusively from the identified advertiser Web pages.

Claim 34 (original): The apparatus of claim 28 wherein each of the search results have a score.

Claim 35 (currently amended): The apparatus of claim 34 wherein the method further ~~[[comprising:]]~~ includes

3) ~~[[d) — means for]]~~ scoring, using at least the search result scores, at least some of the retrieved at least one advertisement.

Claim 36 (currently amended): The apparatus of claim 34 wherein the method further ~~[[comprising:]]~~ includes

3) ~~[[d) — means for]]~~ scoring, using at least the search result scores and further using at least one of (i ~~[[1]]~~) ad performance information, (ii ~~[[2]]~~) ad price information (iii ~~[[3]]~~) advertiser quality information, and (iv ~~[[4]]~~) user information, at least some of the retrieved at least one advertisement.

Claim 37 (currently amended): The apparatus of claim 28 wherein the searchable data structure includes entries, each entry including a term and one or more Web page identifiers, and wherein ~~[[the means for]]~~ retrieving at least one advertisement using at least a portion of the accepted search results uses Web page identifiers included in the search results.

Claim 38 (original): The apparatus of claim 37 wherein the Web page identifiers are used as lookup keys to a database of advertisement information.

Claim 39 (original): The apparatus of claim 28 wherein the at least one advertisement is not one of the accepted search results.

Claim 40 (currently amended): The apparatus of claim 28 wherein ~~[[the means for]]~~ retrieving at least one advertisement does not consider expressly entered targeting information.

Claim 41 (currently amended): The apparatus of claims 28 wherein ~~[[the means for]]~~ retrieving at least one advertisement does not consider keyword targeting information.

Claim 42 (currently amended): The apparatus of claim 28 wherein the method further ~~[[comprising:]]~~ includes

3) ~~[[d) means for]]~~ generating a document including (i ~~[[1]]~~) search results determined using the search query and a second searchable data structure, and (ii ~~[[2]]~~) the at least one advertisement.

Claim 43 (original): The apparatus of claim 42 wherein a format of each of the search results is different from a format of each of the at least one advertisement.

Claims 44-49 (canceled)

The following is an examiner's statement of reasons for allowance:

Claims 2-12, 23-43 are allowed.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

### ***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to DEBBIE M. LE whose telephone number is (571)272-4111. The examiner can normally be reached on 8:30-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tim Vo can be reached on (571) 272-3642. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/DEBBIE M LE/

Primary Examiner, Art Unit 2168

April 23, 2009